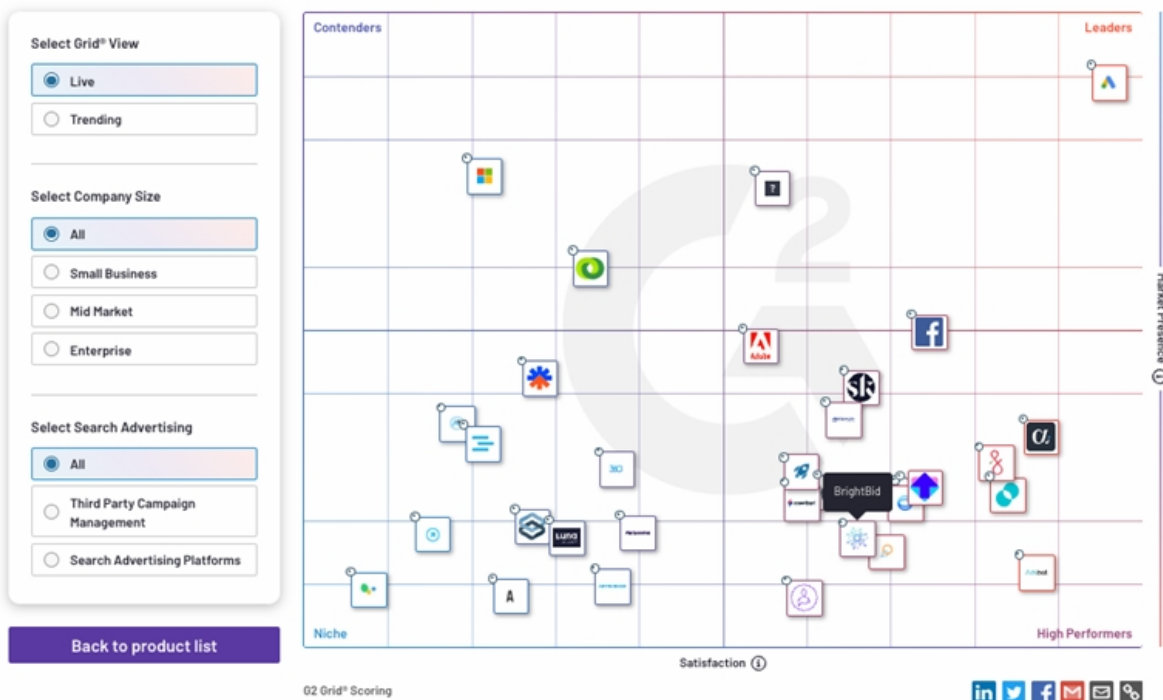


BrightBid earns listing in the G2 Grid for Search Advertising

G2 Grid® for Search Advertising

Check out the G2 Grid® for the top Search Advertising Software products. G2 scores products and sellers based on reviews gathered from our user community, as well as data aggregated from online sources and social networks. Together, these scores are mapped on our proprietary G2 Grid®, which you can use to compare products, streamline the buying process, and quickly identify the best products based on the experiences of your peers.



Speqta AB's (publ) ("Speqta") SaaS service, BrightBid, has achieved a prestigious listing on the G2 Grid for Search Advertising. This recognition reaffirms BrightBid's commitment to innovate in the online marketing industry and highlights its growing influence in the competitive search advertising landscape.

The G2 Grid is a well-respected platform that evaluates and ranks software solutions based on customer reviews and market presence. BrightBid's inclusion in G2 Grid for Search Advertising is a testament to its outstanding performance, user satisfaction, and ability to meet the evolving needs of businesses in online marketing. Several renowned companies also feature prominently in the G2 Grid for Search Advertising alongside BrightBid, further underscoring its excellence and industry recognition. These companies include industry giants such as Google Ads, Microsoft Advertising, and Facebook Ads, but also smaller companies helping customers to advertise on these large platforms. See the grid on [G2.com](https://www.g2.com).

Benefits of BrightBid's G2 Grid listing:

- **Enhanced Visibility:** Being listed in the G2 Grid for Search Advertising provides BrightBid with increased visibility among potential customers, showcasing its capabilities and reliability.
- **Trust and Credibility:** G2 is known for its stringent evaluation process and relies on genuine user reviews, making BrightBid's inclusion a powerful endorsement of its quality and effectiveness.
- **Competitive Advantage:** The G2 Grid listing positions BrightBid as a leading choice for businesses seeking advanced search advertising solutions, providing a competitive edge.

Gustav Westman, CEO and Founder of BrightBid expresses his enthusiasm about this: *"Being featured in the G2 Grid for Search Advertising is a testament to our team's hard work and dedication at BrightBid. We are honored to be recognized alongside some of the biggest names in the industry. This recognition is not only a testament to the quality of our product but also to the trust our*

customers have in us. And with the future integration of the Bidbrain service, we will be even wider and powerful in our offering."

Speqta remains committed to fostering innovation and excellence in the SaaS industry, and BrightBid's inclusion in the G2 Grid for Search Advertising is a testament to this commitment.

For more information about Speqta and BrightBid, please visit Speqta's website and www.BrightBid.com

Contact

Fredrik Lindros
CEO Speqta AB (publ)
fredrik.lindros@speqta.com
+46 723 10 66 66
www.speqta.com

About Speqta

Speqta is an Adtech company that offers traffic generating services using data and AI. The company has three services: The Affiliate network Shopello, the SaaS service Bidbrain, and the SaaS service BrightBid. Speqta is listed on Nasdaq First North Premier Growth Market in Stockholm under the ticker "SPEQT". Redeye AB is the company's Certified Adviser.